

**CITY COUNCIL
AGENDA REPORT**



**CITY OF MILLBRAE
621 Magnolia Avenue
Millbrae, CA 94030**

SUBJECT: Approval of Street Closures on 300 Block of Broadway for Beats & Brews on Broadway on July 11 th , 2019 and August 8 th , 2019 ATTACHMENTS: None	Report No. 6293
	For Agenda of: June 11, 2019
	Department: Recreation
	Originator: Mackenzie Brady Recreation Director MB
Approved: <i>[Signature]</i>	
Budget Action Yes: <input type="checkbox"/> No: <input checked="" type="checkbox"/> Finance Review: _____	

REPORT TYPE: ACTION <input checked="" type="checkbox"/> INFORMATIONAL _____
ITEM TYPE: CONSENT <input checked="" type="checkbox"/> PUBLIC HEARING _____ EXISTING BUSINESS _____ NEW BUSINESS _____

RECOMMENDATION:

Staff recommends that the City Council approve, by motion, the closure of Broadway between Hillcrest and La Cruz on July 11th, 2019 and August 8th, 2019 from 2:00 pm- 9:00 pm.

BACKGROUND:

Beats & Brews on Broadway is a free music series event put on by Millbrae Recreation, sponsored by local businesses/organizations. The summer of 2019 will function as a pilot to determine appropriate location, capacity, and activities for future concerts. The event will take place on the 300 Block of Broadway, and will feature live local music, a beer garden, family games, and will also highlight merchants of Downtown Millbrae. Staff propose to utilize the parking lot located on Magnolia for use of portable restrooms.

FISCAL IMPACT:

The event is being heavily marketed through various venues, and all downtown merchants in the affected areas have been visited by staff. As a result of the event there may be an increase of revenue from sales tax resulting from increased foot traffic in the downtown area. The closure of the streets may pose inconveniences to businesses reducing potential customers as a result of street closures, but staff will help to mitigate this inconvenience by posting directional signage for parking. An SMC Alert will also be released to notify individuals of potential delays and closures.

COUNCIL ACTION:

Staff recommends that the City Council, by motion, approve the street closure of Broadway between Hillcrest and La Cruz for the Downtown Beats & Brews Events on July 11th & August 8th, 2019, from 2:00 pm- 9:00 pm.